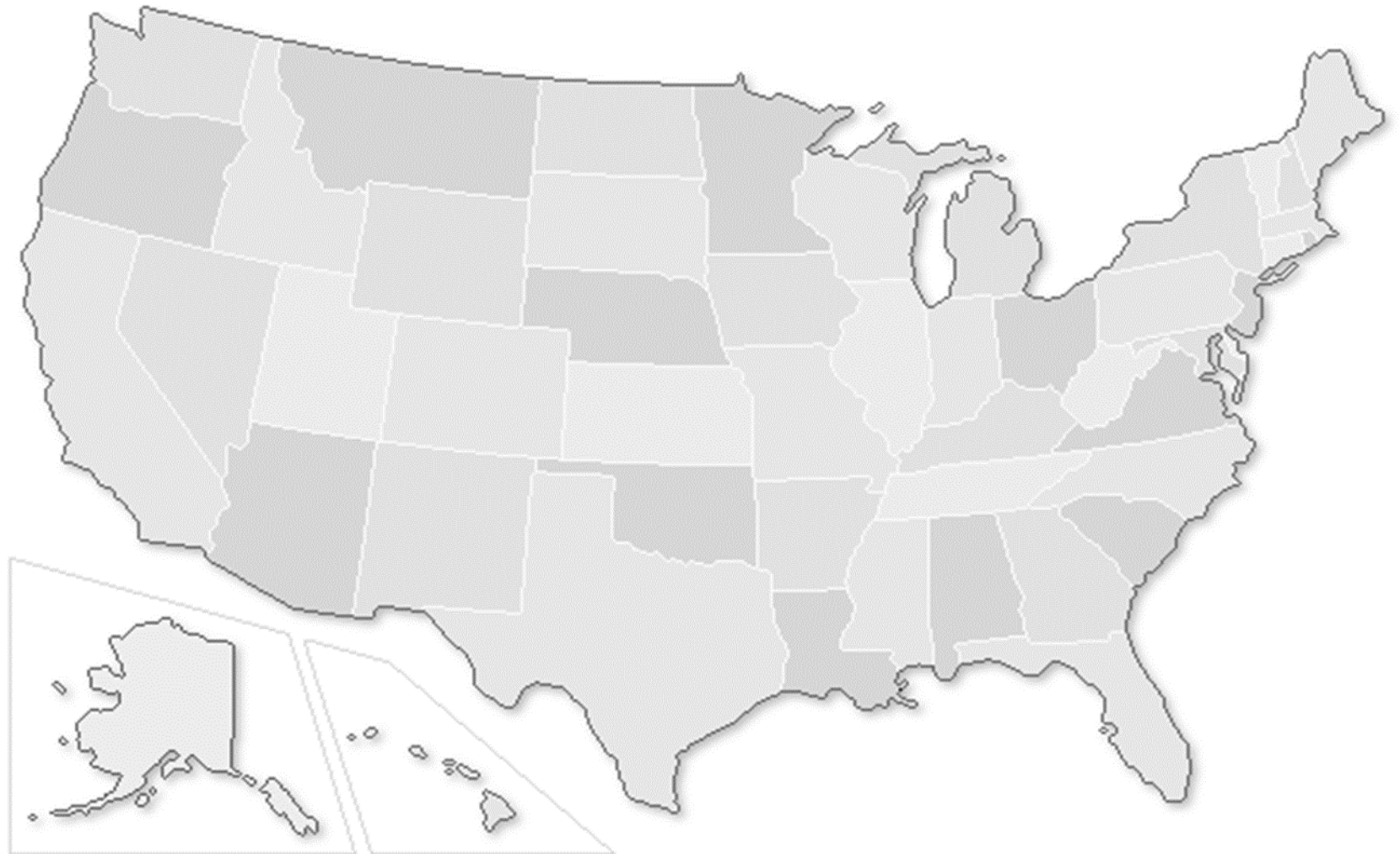


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# Disclaimer



# Strategic Partnerships: Building Your Network



**August 4, 2020**



# Facilitators



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*Education Specialist*



# Chat Facilitators



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*Lead Training Specialist*



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*Education Specialist*






# Using Zoom

  
raise hand

  
yes

  
no

  
go slower

  
go faster

  
more



  
Mute

  
Stop Video

  
Invite

  
Participants

  
Share

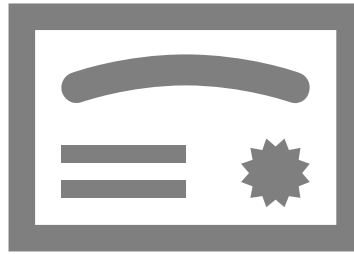
  
Chat

  
Record

Leave Meeting



# Certificates



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# The Series

Needs-Based Community Mapping

Building Your Network

Implementing Partnerships

Train and Maintain

1 p.m. ET





# Objectives

- Research potential partners and develop outreach plans.
- Write an elevator pitch to approach potential partners.
- Identify Y4Y resources and tools for connecting with partners.



**Identify**

Identify the benefits of the partnership.



**Define**

Define roles.



**Plan**

Plan how to make the ask.



# Developing Your Outreach Plan



# Partnerships Are Mutually Beneficial



# Mutually Beneficial?



## Workforce Development Board

Goal: Provide workshops for adults on how to write resumes, dress for success and engage in an interview.



## 21<sup>st</sup> Century Community Learning Centers Program

Goal: To provide educational services for families of participating students, such as literacy instruction, computer training and/or cultural enrichment.

yes



no

# Mutually Beneficial?



## Senior Center

Goal: Engage members in community projects and opportunities to interact with the general public.



yes

## 21<sup>st</sup> Century Community Learning Centers Program

Goal: To offer participants a broad array of other services and programs, such as art, music, recreation activities, character education, career and technical training, drug and violence prevention programming, and technology education.



no

# Mutually Beneficial?



## **Tutoring Center**

Goal: Provide tutoring services for a fee.



yes

## **21<sup>st</sup> Century Community Learning Centers Program**

Goal: To assist youth in meeting state standards for core academic subjects by providing students with academic enrichment opportunities before school, after school and during holidays or summer recess.



no

# Mutually Beneficial?



## Gardening Club

Goals: Provide family-focused activities on how to grow and cook healthy vegetables. Seek to impact families at risk and positively impact their health.



## 21<sup>st</sup> Century Community Learning Centers Program

Goal: To mobilize school, community, and private sector social and health services support and resources in order to remove barriers that impede students' learning.

yes



no





# Subject Matter Expert



Dr. Ken Anthony

Director of Professional Development and Research

White-Riley-Peterson Policy Fellow

Connecticut After School Network



# Define Roles

- Funding
- Professional development
- Recruitment
- Marketing
- Data collection
- Lesson plans
- Volunteer coordination





Staff and residents at local senior center want to get involved with your 21<sup>st</sup> Century Community Learning Centers program.

What roles could staff and residents at the senior center fill?



# Define Roles



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## Partnership Roles

Use this tool to help outline the distribution of work between your program and your potential partner. This will help you prepare to reach out to partners and can inform your “ask.” It can also help you define roles as you develop your Memorandum of Understanding, or MOU.

Partner	Our Role	Their Role

# You Never Know





# Outreach Plan





# Outreach Considerations



Who do  
you  
engage?



Who are your  
current  
connections?



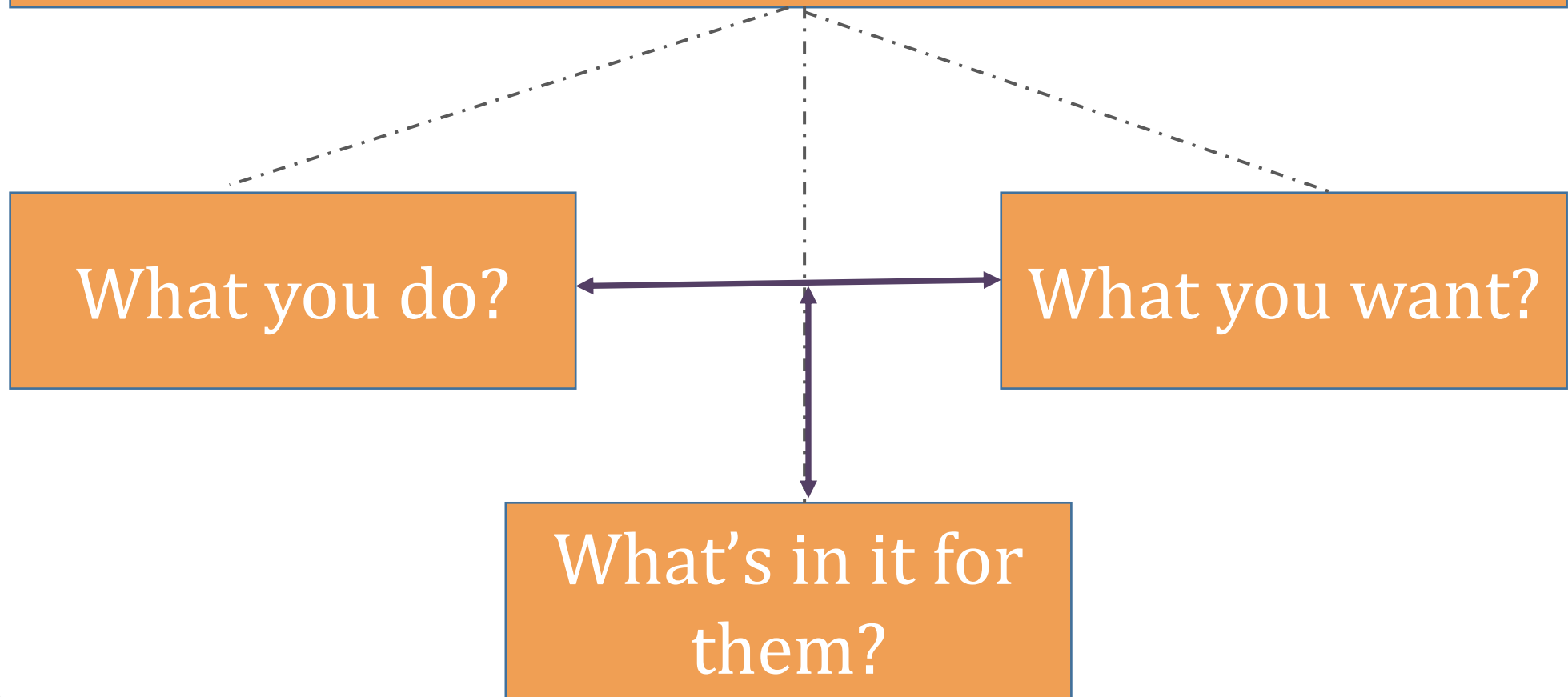
What is  
the  
timing?



What will  
you say?



An elevator pitch for your program is a clear, brief message that tells the potential partner...



## Elevator Pitch



# Preparing for the Ask



- Do we have enough information on this asset?
- How is this asset and need matched?
- How closely aligned are they?
- What are the needed steps to connect?



# Customizing Your Ask

- What can the partners contribute?
- What is the amount of time they can dedicate to the program?
- What are their concerns?





# Creating a Program Elevator Speech



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## Creating a Program Elevator Speech

In 30-60 seconds, you should be able to explain what your program does, why it's important, and how partners can help. While delivering a short speech or pitch about something you know sounds easy, it takes practice, feedback and knowing your audience to do it well.

Use the pointers below to develop a speech suited to your program and to the partners you hope to work with.

### Elements of an Effective Speech

- **Who:** Describe who you are and your organization's experience.

---

# Elevator Speech





# Subject Matter Expert



Dr. Ken Anthony

Director of Professional Development and Research

White-Riley-Peterson Policy Fellow

Connecticut After School Network



# Special Guest



Ed Pozneck

CEO, Christopher Columbus Charter School





# Program Champions



Firsthand  
Knowledge



Positive  
Influence



Guided by  
Program

# Who Is Your Champion?





# Program Champions



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## Planning for Developing Program Champions

### Part 1: Brainstorming

Work with your program planning team or program leaders to begin planning for developing champions. Review potential champions, how they might be connected, who would be the best person to reach out and recruit the champion, and what you will specifically ask them to do.

Potential Champion	Potential Connection	Responsible for Recruiting	Potential "Ask"
<i>Alyssa's grandmother, Ms. Alda</i>	<i>Ms. Alda is very active in the community's churches</i>	<i>Cherise, at the front desk always has great interactions with Ms. Alda.</i>	<i>Cherise is going to talk to Ms. Alda and see if she might be able to put up flyers on the community boards in the neighborhood churches for an upcoming family night.</i>



# Q & A





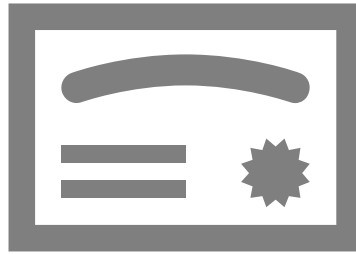
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